

In the Matter Of:

THE SATANIC TEMPLE -against- NEWSWEEK DIGITAL

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NANCY COOPER

November 07, 2023

30b6



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2 Q. Was Duin the only religion reporter?

3 A. The only one in that role formally,
4 yes. I think there were times when something had
5 happened that was news, and she didn't want to
6 cover it, or maybe she was off, and so another
7 reporter would just write it as a news story, but
8 she was the only person dedicated religion
9 reporter.

12:47

10 Q. Did she have any internal references
11 that supported her application?

12:48

12 A. I don't know.

13 Q. Are you seeking to fill the religion
14 reporter role now?

15 A. Not at the moment.

12:48

16 Q. Why not?

17 A. It's not a priority at the moment.

18 Q. I want to direct your attention to
19 the matters to be examined item 10, which is on
20 the last page. How does Newsweek generate income
21 from its articles in general?

12:48

22 A. Ads and sponsorships, subscriptions.

23 Q. Does the website have paid
24 subscribers?

25 A. No. Well, no. I mean you go to

12:49

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2 Newsweek.com like you can go to anything
3 else.com.

4 Q. So what occasions someone to pay for
5 a subscription? 12:49

6 A. That they want the print
7 subscription. They like the print magazine, or
8 that, you know, we have put something behind a
9 paywall. Put some story behind a paywall, or
10 they want the ad-free version. 12:49

11 Q. Was this story behind a paywall?

12 A. I don't believe so, but I don't know.

13 Q. Does Newsweek have a conversion rate
14 between article views and revenue?

15 A. Probably, but I don't know. I don't 12:50
16 know. I mean we wouldn't -- yeah, I just don't
17 know.

18 Q. Is there a way to track how much ad
19 revenue you received that attends this particular
20 article? 12:50

21 A. Not now. No.

22 Q. Was there ever?

23 A. I don't know. Maybe that day you
24 could know what ads were serviced on that page,
25 but I don't think it's possible to reconstruct 12:51

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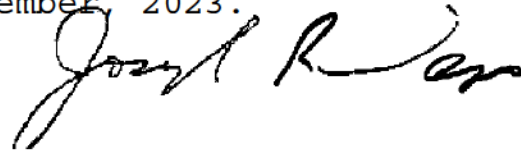
C E R T I F I C A T I O N

I, JOSEPH R. DANYO, a Shorthand Reporter
and Notary Public, within and for the State of New
York, do hereby certify:

That I reported the proceedings in the
within entitled matter, and that the within transcript
is a true record of such proceedings.

I further certify that I am not related, by
blood or marriage, to any of the parties in this
matter and that I am in no way interested in the
outcome of this matter.

IN WITNESS WHEREOF, I have hereunto set my
hand this 16th day of November, 2023.



JOSEPH R. DANYO

STATE OF NEW YORK

My Commission Expires 2/20/2027